

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

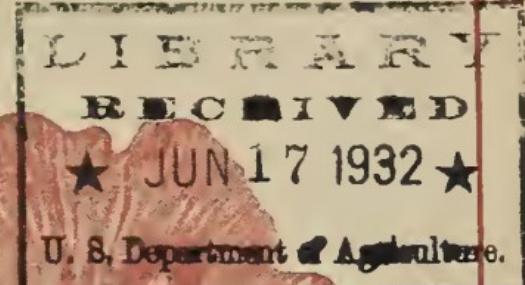
WINTER ORCHID FLOWERING

ORCHID SWEET PEAS

JUNE 1932 TO JUNE 1933

UNDIVIDED ATTENTION TO THE HIGHER
DEVELOPMENT OF BETTER SWEET PEAS

SEED DIRECT FROM OUR RANCH TO YOU
ESTABLISHED 1926



OUR CALIFORNIA BUTTERFLY
SWEET PEA

SPECIALIZING IN WINTER FLOWERING SWEET PEAS

WILLIAM ZVOLANEK & CO.

P. O. BOX 142

LOMPOC, CALIFORNIA

CULTURE SUGGESTIONS

Work soil at least 18 inches deep; use liberal amount of well decayed manure. Cow manure is best. Use sprinkling of lime and bone; plant seed about 1¹/₂ to 2 inches deep in a well firmed soil that is good and moist, but not sticky. Peas will not do well in too loose a soil. Plant one inch apart and later thin to about 6 inches. Do not water until seeds have begun to germinate. After germination has taken place give a good soaking. **MOST FAILURES ARE CAUSED BY WATERING BEFORE SEED HAS SPROUTED**. If weather is hot use some kind of shading. Protect young plants from birds outdoors. Look for Green Aphids regularly as this insect is the worst enemy. Spraying with nicotine, one part nicotine to 400 parts water with spray gun is best. There are also many other good insecticides which are excellent for the control of Aphids. Give young plants substantial supports in order that they may climb and produce good flowers. Poor flowers with crooked stems are worthless. Liquid manure feeding after they come in bloom will lengthen the flowering period and produce better flowers. Pick all flowers daily as this also lengthens the flowering period. Always keep the surface earth loose and never allow a crust to form. If grown indoors keep ventilators open to keep the air as dry as possible. A house that is kept damp and sultry will cause too much growth and the sweet peas will not bloom as soon as they should, and then will begin to bloom too high up. Early sweet peas usually bloom from 75 to 100 days after seed is planted. Leading commercial colors are in order named: Pink, Lavender, White, Salmon, Orange, Blue, Red. Other colors should be used in lesser quantities. One ounce of Sweet Pea Seed will plant about 25 feet of row.

CONDITIONS OF SALE

Send your orders as soon as possible after receiving catalog to insure prompt delivery. Orders are filled the same day as received and we exercise the utmost care in filling orders.

All varieties are true and fixed as represented. Should any mistake be made by us we will return the full amount paid for the seed or replace same, but we will not be responsible for any failure because of climatic conditions or neglect of grower.

Any questions in regard to growing will be cheerfully answered. In case of shortage or crop failure we will take the liberty of substituting with the best and nearest color. If this is not wanted, mark your order "No Substitute."

TERMS

All orders with remittance enclosed will be sent postpaid to any part of the postal union. Orders not accompanied with remittance, postage will be added and if party is not known will be sent C. O. D., unless other arrangements are made in advance. To insure delivery of foreign orders, postal money order should accompany order with first class postage added or we cannot be held responsible for delivery. **ALL FOREIGN ORDERS MUST BE AT PAR WITH U. S. CURRENCY.**

ASK FOR OUR SPECIAL PRICES ON LOTS OF
10 POUNDS OR MORE.

WILLIAM ZVOLANEK & CO.

P. O. BOX 142

LOMPOC, CALIFORNIA

TO THE TRADE

Again pointed slurs have been printed in at least one firm's catalogue belittling our seed and our efforts. These slurs no doubt will hurt our trade to some extent, if we remain silent and ignore same, as we have in the past. We ask our friends and customers to give us a fair trial, buying seed for seed from any firm and planting row for row in comparison, and at the same time. We are sure you will find ours equal to ANY you can get at ANY PRICE. This is all we ask as we do not care to use slur advertising in our catalogue. We are giving you the best we have, and we are sure you will be satisfied, as in the past, and are positive you will not find better varieties of sweet peas. A few testimonials from unsolicited letters which we have on file.

NEWARK, O.

WM. ZVOLANEK & CO. This is to tell you we displayed Sweet Peas at the National Flower Show in Cincinnati, last March. The awards had already been made. However, the Judges received the display and gave us a Certificate of Honorable Mention. The Giant Monarch and Duplex Navy were unusually attractive

, and each were sure they must have been their seeds. The Giant Perfection developed perfectly.

Yours, —MRS H S R

PORLTAND, OREGON, JULY 20, 1931

I received your seeds which are growing very good. We had some seeds from another company, of which grew two or three inches and then died, so we prefer seeds from your company.

Thanking You, I am, —T. I. N. F & CO
ONTARIO CALIF., MARCH 18, 1931

I got some of your seeds last fall and they are so nice others are wanting to know where to get them.

Yours Truly, —MRS. E. G. C.
BEAUMONT, TEXAS, SEPT 2, 1931

Last season I grew sweet peas ten feet in height from your seed. Had the finest sweet peas in the city.

Respectfully Yours, —MRS. G. W.
WAKEFIELD, KANSAS., JULY 17, 1931

Your Sweet Pea Seed cannot be beat. I find them earlier and more productive than any seed I can buy anywhere. They certainly are O. K.

Yours Truly, —P. R. W.

PHOENIX, ARIZONA.

This makes about my fifth year that I have been using your seeds with very good satisfaction.

Very Truly Yours, —A. F. McD
FAIRFIELD, ILL., AUGUST 26, 1931.

Like Your Peas Better than Any we Try. —F. F. CO.
COSTA MESA, CALIF., SEPT. 27, 1930.

Your peas grow wonderfully well here. Yours, R. J. W.
RIDERWOOD, MD., AUGUST 19, 1930.

Your seed has always given me wonderful results altho' my orders are not for large quantities at one time, I would use no other. The seed just received, I have planted for Christmas blooms and everyone has germinated perfectly and produced most promising stocky plants.

Sincerely, —O. R. T.



ZVOL EMBERS Taken April 1930. Constantly loaded with flowers, were taken out after Mother's Day Planted after Mums were taken out

LOUIS GRUELTY, Sr. New Albany, Ind.

Thanking you for past favors and trusting we may again receive your orders, we are,

Very Sincerely Yours,
WILLIAM ZVOLANEK & CO.
WILLIAM ZVOLANEK.

SWEET PEA NOVELTIES FOR 1932

Sample Packets of Any Two Novelties, Your Choice,
with Order of \$5.00 or More.

ZVOLANEK'S SUPER ROSE — (William Zvolanek)

—We have experimented with this rose pink shade for the past four years and have made daily comparison with other varieties of the same shade and have found it superior in all cases with other rose pinks. Seed of this variety is also very large, in fact nearly twice as large as other sweet pea seed. The color is slightly deeper than Zvol. Pink with large bold flowers on extra long stems and usually starts with four flowers to a stem. Plants are of strong growth and free flowering. This variety is absolutely the best we have ever seen for the florist according to our ideas.

Price 1 oz. \$1.75 4 ozs. \$5.00 1 lb. \$15.00

ZVOLANEK'S DUPLEX BARONET — (William Zvolanek)

—A new duplex orange about the color of Zvolanek's Orange except that the flowers are larger and the stems very long. While not all the flowers come duplex at first; later in the blooming period they come better double. This one should make a first class florist variety as same holds its long stem to the last.

Price 1 oz. \$2.00

ZVOLANEK'S DUPLEX VELVET PINK — (William Zvolanek)

—A fine duplex that is exactly the same shade as our famous Velvet Pink, only the flowers are very double. Light Pink overlaid with a faint touch of Orange. A very pleasing color. Many samples were sent out as No. 40.

Price: 1 oz. \$2.00

STANDARD DUPLEX VARIETIES

All Duplex Varieties are Giant Size

NOTE: Duplex sweet peas are so called by the flower being with either double standards or wings or both, giving the flowers a very ruffled appearance. Generally two or three flowers being double, the top flower generally being single. Some flower spikes come all double. Some spikes will also come all four flowers single. When well grown, the largest percentage of spikes will be with double flowers.

ZVOLANEK'S DUPLEX CLARET — (William Zvolanek)

—A fine double claret red. Giant size and excellent self color. Four flowers on a good stem.

Price: 1 oz. \$1.00 4 ozs. 3.00 1 lb. \$10.00

ZVOLANEK'S SONNY BOY — (William Zvolanek)

—Rich rose with a slight lemon suffusion. Very brilliant color. Giant size with extra long stems. We class this one as a semi-duplex. This should be a good first class commercial color. Fine florist variety.

Price: 1 oz. \$1.00 4 ozs. 3.00 1 lb. \$10.00

ZVOLANEK'S DUPLEX SUNSET — (William Zvolanek)

—A giant deep salmon pink, extra large size. Several shades darker than Zvolanek's Dup. Salmon Pink. Extra long stem with four flowers. Fine florist variety.

Price: 1 oz. \$1.00 4 ozs. 3.00 1 lb. \$10.00

ZVOLANEK'S DUPLEX PRINCESS — (William Zvolanek)

—Giant light salmon pink, about the same shade as Z. Princess, only the flowers are very duplex and larger. This is the lightest salmon pink shade. Nice long stems with four flowers. Fine florist variety.

Price: 1 oz. \$1.00 4 ozs. 3.00 1 lb. \$10.00

ZVOLANEK'S DUPLEX PALE BLUE — (William Zvolanek)

—Giant duplex pale blue with extra long stems and a vigorous grower.

Price: 1 oz. \$1.00 4 ozs. 3.00 1 lb. \$10.00

ZVOLANEK'S DUPLEX LILAC — (William Zvolanek)

—Giant mauve lilac. Very rich color with extra long stem and vigorous grower.

Price: 1 oz. \$1.00 4 ozs. 3.00 1 lb. \$10.00

ZVOLANEK'S DUPLEX NAVY BLUE — (William Zvolanek)

—Large double navy blue. Flowers well spaced and very double, and nearly always fours. A fine duplex blue.

Price: 1 oz. \$1.00 4 ozs. 3.00 1 lb. \$10.00

ZVOLANEK'S DUPLEX BLUE — (William Zvolanek)

—Large duplex blue about the color of Zvolanek's Blue Wonder, only the flowers are very duplex. Long stems and extra large flowers. Fine florist variety.

Price: 1 oz. \$1.00 4 ozs. 3.00 1 lb. \$10.00

ZVOLANEK'S DUPLEX SALMON PINK — (William Zvolanek)

—Fine large light duplex salmon pink with a fine orange shine on the standards. Very double and extra long stems, and extra large flowers with four regularly.

Price: 1 oz. \$1.00 4 ozs. 3.00 1 lb. \$10.00

ZVOLANEK'S DUPLEX WHITE — (William Zvolanek)

—An extra enormous duplex white with always four flowers on extra long stems, flowers exceptionally well placed. Two or three flowers on the stems nearly always come double. Without a doubt will be the finest double white. (White Seeded). Fine florist variety.

Price: 1 oz. \$1.00 4 ozs. 3.00 1 lb. \$10.00

ZVOLANEK'S DUPLEX CREAM — (William Zvolanek)

—The finest creamy yellow to date which is darker than Golden Orchid. Large flowers on long stems and most of the flowers come duplex when well grown.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

ZVOLANEK'S MISS CANADA — Clear pink large flowers.

Blooms very early and all flowers with double standards. Long wiry stems.

Price: 1 oz. 60c 4 ozs. \$2.00 1 lb. \$6.00

ZVOLANEK'S MISS OTTAWA — Dark rose, same type as Miss Canada, and double flowering.

Price: 1 oz. 60c 4 ozs. \$2.00 1 lb. \$6.00

WILLIAM ZVOLANEK'S CALIFORNIA BUTTERFLY SWEET PEA

While these sweet peas are not as large as the Spencers, they are a distinctly new type as a photo on cover shows. They grow as tall as the Spencers, but foliage is somewhat heavier. Flowers measure as much as two inches across when well grown, with stems 14 to 16 inches long. Three to four flowers on a stem as a rule. Fragrance is much more pronounced than that of the Spencers. While not the best for commercial purposes, no collection is complete without this new distinct type. Colors in Rose Pink, Blackseeded and Whitedeeded White, Lavender and Lilac, and mixed colors.

Price on each 1 oz. \$1.00

REGULAR LIST OF STANDARD VARIETIES SWEET PEA SEEDS

All the following Sweet Peas are extra good for either indoor or outdoor culture.

Seed will be ready for shipment about July 1, 1932.

PINK AND ROSE SHADES

MRS. WILLIAM ZVOLANEK — (William Zvolanek)

—A giant rose pink, richly overlaid with orange. Extra large with long stems and nearly always in fours.

Price: 1 oz. \$1.00 4 ozs. \$3.00 1 lb. \$10.00

ZVOLANEK'S SUNSHINE — (William Zvolanek)

An extra large light pink, shaded with orange, similar to Zvol. Velvet Pink, but darker. A strong grower with long stems and four flowers. A fine variety in every way.

Price: 1 oz. \$1.00 4 ozs. \$3.00 1 lb. \$10.00

ZVOLANEK'S VELVET PINK — (William Zvolanek)

—A giant light pink, overlaid with a faint touch of orange, giving this new variety a most pleasing and lively appearance. Giant flowers on extremely long stems of mostly four flowers. This is a producer and a fine florist variety.

Price: 1 oz. \$1.00 4 ozs. \$3.00 1 lb. \$10.00

ZVOLANEK'S PINK — Almost the same as Zvolanek's Rose, but slightly darker. A very strong grower with longer stems, large round standards, making it appear larger, re-selected.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

ZVOLANEK'S ROSE — A large beautiful self rose of immense size. Re-selected. A-1 commercial variety.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

ZVOLANEK'S LOS ANGELES PINK — (William Zvolanek) — Large rose pink with exceedingly long stem slightly lighter than Miss Louise Gude and flowers the size of Zvol Rose. Very popular.

Price: 1 oz. \$1.00 4 ozs. \$3.00 1 lb. \$10.00

ZVOLANEK'S SUNBEAM — Large, light pink, long stems.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

MISS LOUISE GUDE — Fine shell pink.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

GIANT ROSE — Large rose pink, long stems.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

ZVOLANEK'S COMET — Cream Pink

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

ZVOLANEK'S PRINCESS — Light Salmon Pink

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

DEEP ROSE

ZVOLANEK'S ARISTOCRAT — (William Zvolanek)

— A fine large extra deep rose. One of the finest deep rose colors we have ever seen. Standards have a slight orange shine. A giant in size with extra long stems and nearly always four flowers. An outstanding sweet pea in every way, and fine florist variety.

Price: 1 oz. \$1.00 4 ozs. \$3.00 1 lb. \$10.00

ZVOLANEK'S RADIANCE — (William Zvolanek) —

New dark Radiant Rose. Magnificent either in daylight, or under artificial light. A giant in size which is neither too light nor too dark, extra long stems and all fours. The finest in its class.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

ZVOLANEK'S PERFECTION — Bright dark rose and the same type of flower and grower as Zvolanek's Rose. A wonderful color.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

LAVENDER

ZVOLANEK'S SKYLARK — (William Zvolanek) —

A fine clear light lavender with large flowers and extra long stems. A tall grower, exactly the same color as the popular Mrs Chas. Zvolanek, but again as long. Will be the most popular lavender when better known. Better than Harmony.

Price: 1 oz. 75c 4 ozs. \$2.00 1 lb. \$7.00

ZVOLANEK'S MONARCH — (William Zvolanek) —

Dwarfed lavender absolute the largest lavender in the market. A vigorous grower, with four flowers on a long stem. None other so good.

Price: 1 oz. \$1.00 4 ozs. \$2.50 1 lb. \$8.00

ZVOLANEK'S ROYAL LAVENDER — (William Zvolanek) —

A very light lavender almost bordering sky blue, of extra large size. Four flowers on a long stem. Blooms in advance of other varieties planted at the same time, and is a fine producer.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

ZVOLANEK'S MICHIGAN — Extra large pure lavender with long stems. Well liked in the East.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

HARMONY — Large clear Lavender.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

EDW. ZVOLANEK — Pure Sparkling Lavender. Re-selected.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

MRS. CHAS. ZVOLANEK — Light Lavender.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

WHITE

ZVOLANEK'S WHITE CLOUD — (William Zvolanek) — A giant sized, white seeded, white with long stems, and mostly four flowers to a stem. This variety bleaches out a nice pure white according to reports, and is the largest white we have ever produced, or seen in commerce.

Price: 1 oz. \$1.00 4 ozs. \$3.00 1 lb. \$8.00

ZVOLANEK'S WHITE ROSE — Large, Pure White, White Seeded.

Price: 1 oz. \$1.00 4 ozs. \$3.00 1 lb. \$8.00

ZVOLANEK'S WHITE — White seeded, white long stems.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

WHITE HARMONY — Large Black seeded White.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

IMPROVED SNOWSTORM — A good white seeded White.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

ZVOLANEK'S GIANT VENUS — (William Zvolanek) — A giant white with edges of standards and wings clearly edged with deep pink. Flowers of enormous size, and a vigorous grower. Long stems with three and four flowers.

Price: 1 oz. \$1.00 4 ozs. \$3.00 1 lb. \$8.00

SALMON-ORANGE, ORANGE, ORANGE-SCARLET

ZVOLANEK'S SUNPROOF ORANGE — (William Zvolanek) — Extra large sunproof orange scarlet that will not burn. Darker than Z. Orange Supreme, and an excellent color.

Price: 1 oz. \$1.00 4 ozs. \$3.00 1 lb. \$10.00

ZVOLANEK'S ORANGE SUPREME — (William Zvolanek) — Extra large, long stemmed, free blooming, fiery orange. Color is several shades lighter than Zvol. Sta. Barbara and does not burn. An exceptionally good color in this class and in demand. Finest florist variety, cannot be beat.

Price: 1 oz. \$1.00 4 ozs. \$3.00 1 lb. \$10.00

ZVOLANEK'S EMBERS — (William Zvolanek) — Salmon orange of large size. A fine color and extra good for midwinter. Blooms earlier than other varieties planted at the same time. First class for Greenhouses.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

ZVOLANEK'S SANTA BARBARA — Large fiery Orange

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

GLITTERS — Bright Orange Scarlet.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

VULCAN — Vivid Scarlet Orange

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

ZVOLANEK'S ORANGE — Fiery Scarlet Orange.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

MRS. KERR — Rich Salmon.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

BLUE, LILAC, CLARET

ZVOLANEK'S TRUE BLUE — (William Zvolanek)

A fine blue with extra long stems and nearly always four flowers, lighter than Blue Sensation and about the same type, only the color is much less blue with no trace of violet

Price: 1 oz. \$1.00 4 ozs. \$2.50 1 lb. \$8.00

ZVOLANEK'S AZURE BLUE — (William Zvolanek)

A fine azure blue, slightly darker than Zvolanek's Blue Wonder and very clear. The clearest blue on the market today. About the size of Zvolanek's Blue with long stems and three to the stem

Price: 1 oz. \$1.00 4 ozs. \$2.50 1 lb. \$8.00

ZVOLANEK'S BLUE WONDER — Extra large clear Blue

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

ZVOLANEK'S BLUE SENSATION — Clear Blue self long stem.

Price: 1 oz. 35c 4 ozs. 1.20 1 lb. \$3.50

ZVOLANEK'S GIANT NAVY BLUE — (William Zvolanek)

—A giant sized navy blue. Very clear and the largest dark blue in commerce. Extra long stems, with four flowers, well spaced. A fine florist variety.

Price: 1 oz. \$1.00 4 ozs. \$2.50 1 lb. \$8.00

ZVOLANEK'S INDIGO BLUE — Dark Blue, self long stem.

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

ZVOLANEK'S GIANT LILAC — (William Zvolanek)

—A giant sized mauve or light lilac, the same size and type as Zvolanek's Monarch. Vigorous grower ... long stems with four flowers. An excellent color.

Price: 1 oz. \$1.00 4 ozs. \$2.50 1 lb. \$8.00

ZVOLANEK'S CRUSADER — (William Zvolanek)

—A giant sized deep claret with extra long stem with four flowers.

Price: 1 oz. 60c 4 ozs. \$2.00 1 lb. \$6.00

RED AND OTHER COLORS

ZVOLANEK'S KANSAS CITY — Xmas Red.

long stem

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

GRENADIER — Bright, Poppy Scarlet

Price: 1 oz. 35c 4 ozs. \$1.20 1 lb. \$3.50

ZVOLANEK'S XMAS GEM — Large Pink and White bi-color

Price: 1 oz. 50c 4 ozs. \$1.75 1 lb. \$5.00

ZVOLANEK'S GOLDEN ORCHID — Cream

Price: 1 oz. 35c 4 ozs. \$1.20 1 lb. \$3.50

CALIFORNIA PINK MIXTURE — Pink Mix.

Price: 1 oz. 35c 4 ozs. \$1.20 1 lb. \$3.50

CALIFORNIA MIXTURE — Mixed, All Colors

Price: 1 oz. 30c 4 ozs. \$1.00 1 lb. \$3.00

ZVOLANEK'S BABY MIXTURE — Semi-Cup d, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z, about 16 inches high, good for border planting.

Price: 1 oz. 75c 4 ozs. \$2.75

CALENDULA

CALENDULA SENSATION —

Price: 1 oz. \$1.00 4 ozs. \$3.00

CALENDULA BALL ORANGE —

Price: 1 oz. \$1.00 4 ozs. \$3.00

CALENDULA RADIO —

Price: 1 oz. \$1.00 4 ozs. \$3.00